

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Adam J. Weissman et al. Art Unit : 2167  
Serial No. : 10/807,264 Examiner : Luke S. Wassum  
Filed : March 24, 2004 Conf. No. : 4087  
Title : MEANING-BASED ADVERTISING AND DOCUMENT RELEVANCE  
DETERMINATION

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO  
NON-FINAL OFFICE ACTION OF MARCH 12, 2009